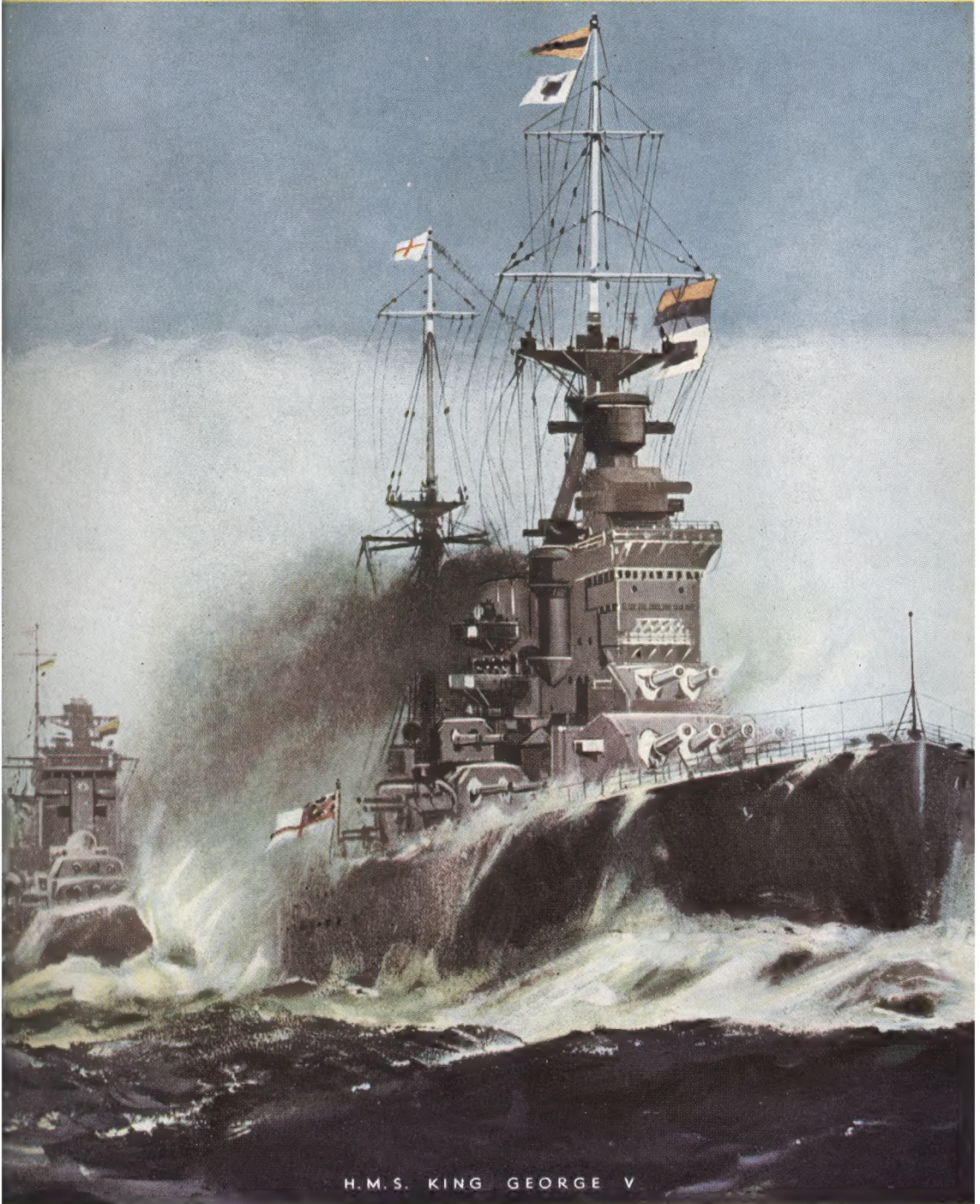


MANITOBA CALLING

V O L . V I . N O . 3 — M A R C H 1 9 4 2



H.M.S. KING GEORGE V

C K Y *Radio Branch* C K X
M A N I T O B A T E L E P H O N E S Y S T E M

Our Cover

Our "Manitoba Calling" cover subject is a reproduction of a Poster, "Guardians of Freedom", distributed by Empire Information and reproduced here by their kind permission. In the foreground is the mighty battleship H.M.S. King George V, a powerful link in the chain guarding the life-line of the British Empire.

When so much depends upon Britain's sea-supremacy, let us resolve to support Canada's War Effort to the limit of our resources. More ships, tanks, guns, armaments are needed to support the heroic defence of Democracy, and YOUR dollars are needed. Let us not rest until we can say, as did Lord Nelson at Trafalgar,

"Thank God I have done my duty"—

**BUY VICTORY BONDS AND
WAR SAVINGS CERTIFICATES**



Vol. VI. No. 3.	Address all communications to Public Relations Department,	March, 1942.
Single Copy	Radio Branch,	12 Issues, 60c.
5c	Manitoba Telephone System,	Post Free.
	Winnipeg.	

To steel our souls against the lust of ease;
To find our welfare in the general good;
To hold together, merging all degrees
In one wide brotherhood.

To teach that he who saves himself is lost;
To bear in silence though our hearts may bleed;
To spend ourselves, and never count the cost,
For others greater need.

SIR OWEN SEAMAN
from the pages of Punch



SHARE THE WEALTH

Now in its third year of coast-to-coast broadcasting on a CBC network, "Share the Wealth" remains a high favorite with listeners all across Canada. Master of Ceremonies Bert Pearl and assistant M.C. Hugh Bartlett, both well known for their work on the "Happy Gang", set a fast-moving tempo with their friendly, breezy style, and provide a half-hour of highly interesting entertainment for the "Share the Wealth" audience.

A popular feature of the programme is the plan whereby each studio contestant draws an entry letter, the sender of which becomes the studio contestant's air partner. Thus, every time a studio contestant wins, the air partner wins, too. Another highlight is the "Oscar" question with its generous award.

Many incidents have come to light attesting to the popularity of "Share the Wealth", for instance, there is the drug-gist in the Maritimes who leaves his store unattended while he listens to the programme in his home above the store. Another merchant in Western Canada uses a public-address system to broad-



Bert Pearl and Contestant

cast each programme to passers-by along the street.

The producers of "Share the Wealth" have been commended by A.R.P. Officials for their informative questions dealing with National Defense, and for broadcasting appeals for volunteer air-raid wardens.

"Share the Wealth" is sponsored by Colgate-Palmolive Peet Co. (Saturdays, 7.30 p.m. C.D.S.T., CBC-CKY-CKX) is one of the week-end's "must listen" shows.



A view of the "Share the Wealth" Audience

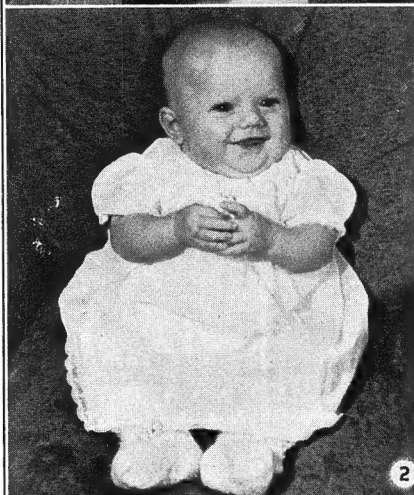
STUDIO PERSONALITIES

CKY Announcer George Robertson snapped in the Studio Library as he scans a transcribed record for programme material.



★

Not a Staff Member, but one well known to listeners is Maureen Benson, of whom "Wake Up and Live" Tom is justly jubilant.



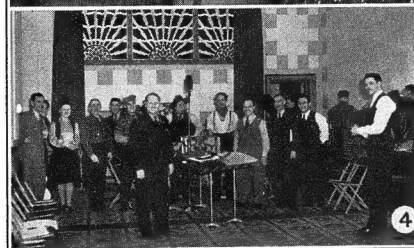
★

CKY Operator "Dibbs" Woods tests the lines from Main Control Room to an operator on location for a remote broadcast.



★

The "Barn Dance" cast pictured in CKY Studio 1 bids farewell to CBC Producer Jack McCabe on his departure for Toronto. (See pages 8 and 9 for more pictures.)



Winnipeg's "IF" Day



A detachment of Signallers operate from a down-town site.

"Good morning, ladies and gentlemen, this is IF Day in Manitoba. A day set apart in the Victory Loan Campaign to bring home to citizens what **could** happen here IF — IF we at home failed in our bounden duty to subscribe to the Victory Loan. The monies raised are to put the weapons of war in the hands of those Canadians who, even now, are in our Front Line of Defense

To bring this home forcibly to our citizens Winnipeg today is to be invaded by an imaginary enemy. Even now thousands of our troops are manning defense posts on the outskirts of the City. Street lights have been turned out in anticipation of an air raid, and Blackout regulations are being enforced.

Yes, this is only a mock invasion, but let us all co-operate by following instructions. Throughout this military manoeuvre we shall broadcast communiques indicating the progress of events."

The above announcement was broadcast over CKY at 7.00 a.m. on Thursday, February 19th, the first of a two and a half hour coverage of military manoeuvres in connection with "IF" day

in Winnipeg. "IF" day was planned by a committee of the Second Victory Loan Campaign to demonstrate a simulated occupation of Winnipeg by an enemy invasion force. Bulletins in the form of communiques, broadcast at ten minute intervals during the "invasion", described events as reported to Military Headquarters. With each communique an appeal was made on behalf of the Victory Loan, pointing to the responsibility of every citizen to subscribe to the Loan.

Throughout the province similar "occupation" demonstrations were held, making Manitobans conscious of their duty towards Canada's second Victory Loan.

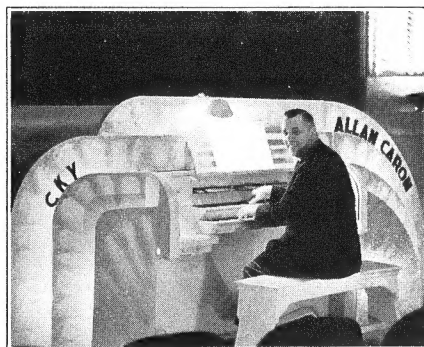
Radio has played a prominent part in the promotion of the Campaign, demonstrating, in still another way, the important role it plays in the life of the community.



ALLAN CARON

Organist Allan Caron is well known to CKY listeners through his long association with radio, his programmes having been a regular feature of CKY schedules for some thirteen years.

Mr. Caron is also remembered for his



work with the CBC in the programme "Driftwood", later "Serenade in the Night", an ensemble of organ, three violins and reader.

Many of his own compositions are a feature of Allan Caron's daily presentations on CKY. (10.00 a.m. Mon., Wed., Frid.—10.05 a.m. Tues. and Thurs.)

DRAMA AND THE WAR MORALE

From—"CBC Drama and Features—Five Years of Achievement"

Drama has a double part to play in in war-time. Stirring dramas, with propagandist themes, help to point the objectives for which we are fighting, and the urgencies of our war needs. In this type of drama we may class the popular series of dramatizations entitled "A Half Hour with Mr. Jones", which has the aim of clarifying the war situation for the moment, for listeners, in an interesting way. Lately, the CBC Drama Department has commenced production of a serial entitled "Newbridge", which presents the life of a typical Canadian rural township in war-time, with special reference to the trials and problems of a country editor and his family. Another type of war drama is more broadly inspirational. It seeks to heighten the emotions and ennoble the thoughts of the listening audience by presenting them either with great plays of the past, which have a message for us to-

day, or with modern dramas on topical themes. A good example of the latter was the broadcast performance of "There Shall Be No Night", put on the air for the benefit of Canadian listeners by Alfred Lunt and Lynne Fontanne in 1941.

The Theatre of Freedom

But the CBC's chief contribution in inspirational drama to the war effort was "The Theatre of Freedom", whose programmes were on the air every Sunday evening from February to April, 1941. To quote from the printed programme of "The Theatre of Freedom":

"These performances were an offering made by our playwrights and actors to the cause of Democracy, which is at stake in the World War today. The stars of Hollywood and Broadway, the dramatists of the stage, the film and radio, gave freely of their best to Canada, as a means of heartening and inspiring the listening audience throughout the Dominion, and beyond its borders."



Performing the CBC's new serial drama "Newbridge" in the Toronto Studios. The principal character, Mr. Roebuck, is taken by Tommy Tweed, formerly of Winnipeg, pictured at the microphone (centre).

Photo courtesy of the CBC.



"Manitoba Calling"



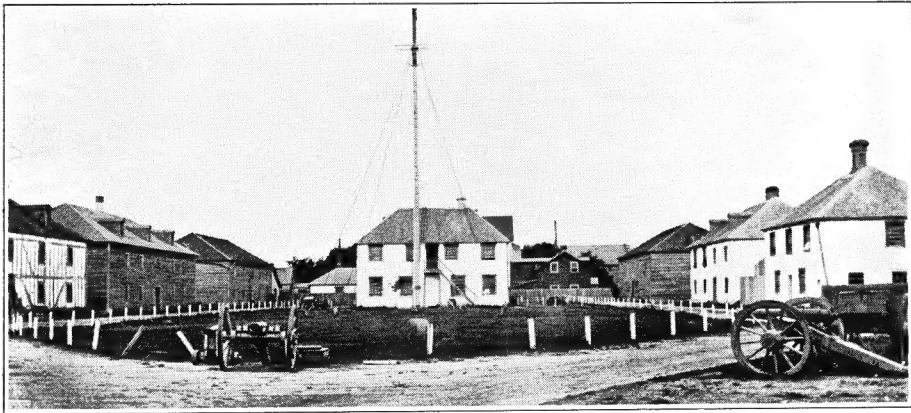
The Romance of Lake Winnipeg

PART No. 3.

By PHILIP H. GODSELL, F.R.G.S.

Noted Fur Trader and Arctic Traveller,

Author of: "They Got Their Man" (Recently Published)



Hardly had peace been restored to forest and plain by the amalgamation of the warring fur companies than the dilapidated Fort Gibraltar at the forks of the Red and Assiniboine was replaced by Fort Garry, nucleus of the future City of Winnipeg, whose wooden stockades were later succeeded by stone bastions and loop-holed walls of masonry.

Here in the beamed trading store and the stone-walled courtyard defeathered Crees and Saulteaux mingled with Selkirk settlers now happily delivered from the threat of contending fur factions, with grizzled traders, Metis buffalo hunters and voyageurs gay in beaded moccasins, blanket capotes and gaudy L'Assumption sashes. From the stone gateway creaked the latest invention in transportation—born at Fort Pembina to the southward—the creaking two-wheeled Red River Cart without a nail in its shrieking make-up, bound together with babiche thongs. At first in small squealing cavalcades, then in hundreds, till at times over a thousand of these primitive ox-drawn carts made the day hideous with their squeaking plaint as they lumbered west and south to the

buffalo plains to garner their annual harvest of pemmican and buffalo robes.

Birch-Bark to York-Boat

From the efficient birch-bark transport fleet of the dynamic Nor'Westers emerged still another primitive but useful invention—the red-painted York-boat, fashioned after the Norse galley, with its bank of eighteen foot oars, its swarthy steersman, its ten sweating middlemen in fringed buckskin and gaudy finery, pulling on eighteen foot oars like galley-slaves of old.

Down the Red River, shooting the St. Andrew's Rapids, past the future sight of the Stone Fort, fur-laden brigades swept through the marshy mouth of the Red and across Lake Winnipeg, hugging the pine-clad shores, sailing with billowing square sails when *Namowena* the fair wind, answered the tune of voyageur pipes. Again the rocky shores and bays echoed to the chansons of old Normandie, only now the full throated laugh of French voyageurs mingled with the gruffer tones of Highland Scots. Over the tossing whitecaps of Lake Winnipeg . . . past stockaded Norway House, slowly rising to its imposing sta-

ture as wilderness hub of the intricate York boat transportation that was to weld the Arctic, the distant outposts of the North and the buffalo posts of the plains into one huge economic fabric, swept the Red River Brigade.

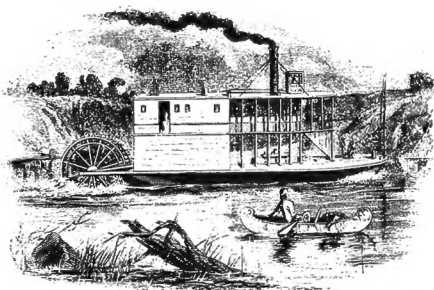
To York Factory

Past the *Echimamish* with its countless beaver-dams and on down the rapid-filled Hayes till the pointed palisades of York Factory rose from the tall grey cutbanks, and the salt tang of the sea smote the nostrils of the rivermen. Here fur bales were exchanged for kegs and cases and bales brought from distant London aboard the annual Hudson's Bay supply ship. Boats were loaded, rations issued up at the yellow-painted provision shed, and to the crackle of Indian musketry the brigade struck southward for the Red River Settlement with supplies for the hunters of the buffalo plains. Hauling the ten-ton York-boats with main strength against the swift current; fighting tormenting clouds of mosquitoes; packing their three hundred pound loads and hauling clumsy boats across spruce-walled portages; bivouacking at night around the leaping flames of campfires beneath the stars of Keewatin's goblin-haunted forests, the Red River Brigade pushed southward till they glimpsed at last the blue reaches of Lake Winnipeg and offered tobacco smoke to the Manitous to bring a fair wind, so that tired middlemen could sprawl in the bottom of careening craft and smoke while *Namowena* did the work.

From the distant Athabasca and Saskatchewan other York boat brigades rolled eastward with their treasure cargoes of beaver, marten and buffalo robes, plunched down the tossing whitecaps of Grand Rapids, angled across Lake Winnipeg and rowed with increasing vigour for Norway House, there to make merry with bright eyed beauties from the Cree lodges, exchange fur packs for baled trading goods from London and head west again into that silent land first trodden by the exploring feet of La Verendrye and his sons.

But although the Red River Settlement remained a lone island of settlement in what is now western Canada and the fur lords still ruled their vast

domain with undiminished sway, settlers to the southward were already pouring into Minnesota. When, in 1853, the United States set up their most northerly post office at Fort Ripley, near St. Paul, Red River people extended a welcoming hand towards Uncle Sam, organized a mail service between St. Paul and Fort Garry—and the days of swift changes and the end of fur trade rule came appreciably closer. Defying the monopoly of the fur lords, Red River traders trekked south to St. Paul for cheaper goods. Until now, all supplies for Western Canada had been conveyed by York boat brigades over the long route from York Factory on Hudson Bay up the Hayes and across Lake Winnipeg. But this long and arduous journey wasn't adequate to meet the requirements of a rapidly increasing frontier population. In the summer of 1858



H. S. Seaman, Esq.

The "Anson Northrop", afterwards the "Pioneer", on the Red River

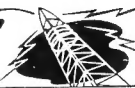
Red River carts carrying the red flag of the "Gentlemen Adventurers" creaked into St. Paul to take back supplies brought by rail to Chicago. Soon fifteen hundred carts were rumbling over the rough prairie trail between St. Paul and Fort Garry. In one of these carts came two young Toronto newspapermen, William Buckingham and William Coldwell with the West's first printing press, and Christmas saw the first copies of the *Nor'Wester* in the horny hands of bearded buffalo-runners.

But wonder of wonders — delighted settlers that same summer received the surprise of their lives. Chugging down

(Continued on Page 12)



"Manitoba Calling"



THE RED RIVER

"Welcome to another Red River Barn Dance being held where the Red and the Assiniboine Rivers meet, at Winnipeg, Manitoba. Cousin Tom Gardner's Orchestra and our boys and girls from the Prairie farm lands will entertain you, while our old friend, 'Uncle George', handles all the introductions."

CBC Producer Jack McCabe, glancing up from his stop-watch, poises his finger for the signal to "Go." CKY Operator Ed. Dusang is at the controls.



Gathered around the microphone during the opening theme are "Cousin Tom" Gardner, "Uncle George" Secord, the Wittman sisters, Graham Rattray and Fred Smith.



One of the brightest spots on the "Barn Dance" comes when Ebony (Graham Rattray) shuffles up to the microphone for his black-face routine, following with a song of the South.



Announcer Tom Benson and "Uncle George" Secord, Master of Ceremonies, are busy "spinning another tall one", much to the apparent delight of the Studio Audience.



BARN DANCE

With this cheery greeting the CBC Barn Dance, sponsored by the Hudson's Bay Company, goes on the air! The pictures on these pages were taken during a recent programme, and show some of the Barn Dance gang in action. Originating in CKY's Main Studio, The Red River Barn Dance is heard Saturdays at 10.30 p.m. (CBC-CKY-CKX).



A constant source of delight to the Studio Audience is Drummer Harold Hunter, who, busy as the proverbial bee, entertains while he drums. He is pictured here in one of his many regalias.



A section of the orchestra, with "Cousin Tom" Gardner conducting. Dressed for the show in plaid shirts, neckerchiefs and straw hats, the boys do a grand job of the old-time tunes.



Here we see the Wittman sisters, popular "Barn Dance" songsters, charming their listeners with a traditional cowboy song. Baritone Fred Smith is male vocalist on the show.



Yes, it's a photographic error, but we're printing it! A freak double exposure of Baritone Fred Smith and the Studio Audience during the "sing-song" resulted in this unusual effect.



OUR OVERSEAS PAGE



Canadian Radio Commentator H. Rooney Pelletier looks on while a V.A.D. Sister treats a young shelterer in a London underground station. The photograph was taken during an actuality programme showing various aspects of life in Britain.

One of the voices most often heard by listeners to the features from Britain is that of H. Rooney Pelletier, now head of the CBC's Unit in Britain, and its overseas' representative.

H. Rooney Pelletier, born in Ottawa, is of Irish-French-Canadian stock. His first job was that of lecturer for the League of Nations Society in Canada. From this he switched to the Canadian Press News agency, specializing in the three very different subjects of politics, art and tennis. Pelletier next entered the field of radio and did practically every job that it offers — announcer, script-writer, station-manager, dramatic producer and actor, commercial continuity writer, programme director and musical comedy producer.

Rooney was also the first Canadian radio official to be given a job outside the borders of Canada. That was in 1936, when he gave the outside broadcast commentary, in both English and French, at the unveiling of the Canadian War Memorial at Vimy Ridge. That was also the first time he worked in close association with the British Broadcasting Corporation, which gave the facilities for the broadcast. Thereafter he became a BBC-CBC exchange producer. Immediately after Munich he

was called in to give the BBC's first French broadcast. It lasted one hour and ten minutes.

The Spring of 1939 brought Rooney's urgent recall to Canada, to help with the radio reportage of Their Majesties' tour of the Dominion, covering, among other Royal events, the arrival at Niagara Falls in the United States, the departure from Halifax and the audience Their Majesties gave to the Dionne Quintuplets.

War took Rooney back to Britain in time for the blitz on London, and since February of 1941 he has been Overseas Representative of the CBC and head of the Canadian Unit.

A medium-sized spare man with the traditional Irish colouring of dark hair and blue eyes, the chief impression Rooney Pelletier gives is one of intense vitality. He is always on the alert and always interested in the world around him. His time is taken up now with trips all over England, Scotland and Wales to meet his fellow countrymen and record their messages home, as well as their concerts and other entertainments.



AXIS DIFFERENCES

"These people that we are now fighting aren't linked together as you and we are linked together. There is between them no great common bond of sympathy. . . The Germans consider the Japanese a lower race, hardly better than monkeys. The Italians hate the Germans, who despise them. The Japanese dislike everybody but themselves, and have always repaid the instruction they have had from the white races by ingratitude and treachery. Their contribution, in modern times, to world civilization has been almost nil, and their greatest activity was stealing other people's ideas."

—(J. B. Priestley in "Britain Speaks")

Around CKX, Brandon



**Edith Cousins,
CKX Continuity Writer**

"The Treat's On Us", a CKX programme jointly sponsored by MacArthur's Taxi, Prince Edward Hotel, Strand Theatre and Scory's Beauty Parlor offers listeners an evening's entertainment free of charge. Listeners are

asked a simple question, and during the programme a letter is selected, entitling the writer and a partner to an "evening-out" with the compliments of the sponsors. A heavy mail response testifies to the popularity of "The Treat's On Us"—Heard on CKX Mondays at 6.45 p.m.

Three new "talks" features have been added to the CKX schedules; "In the Woman's World" presented by the Rumford Hostess for Rumford Laundry, is a newsy column with items of real interest to the ladies, with recipes, knitting hints and style notes; "The Farm Front", sponsored by Lindenberg Bros., seed merchants, in which agricultural authorities contribute timely information on sowing, irrigating and gardening; and "The War Commentary", which is a concise and listenable study of the latest developments in the war news, presented by the Brandon Musical Supply Company.

Times of these CKX features are—"In the Woman's World", Mondays at 10.15 a.m., times to be increased later; "On the Farm Front", Mondays, Wednesdays and Fridays at 8.00 a.m., to be heard daily beginning April 1st, and "The War Commentary", daily except Sundays at 10.00 a.m.



A view of the Control Room in the new CKX Studios in Brandon, with Chief Operator Humphrey Davies "cueing" a disc. This elevated Control Room provides full view of Studios A and B, and is equipped with the latest type reproducing equipment.





The Romance of Lake Winnipeg

(Continued from Page 7.)

the muddy Red River from Georgetown, Minnesota, came the flat-bottomed stern wheeled steamer, the *Anson Northrop*, re-christened *The Pioneer*, to push her snub nose against Fort Garry's muddy landing. With a regular mail, via the U.S.A., a newspaper and a steamboat carrying goods and passengers to the great Outside, the days of the island colony's isolation were ended. The days of swifter and more modern transport for Lake Winnipeg and the West were dawning.

"For the last two months," says an American writer, speaking of the change, "the streets of St. Paul have been filled with wild picturesque groups of our northern neighbours. We see their strange accoutered ox-teams, shaggy ponies and wolfish looking dogs; but there's something in their free step and bold carriage with their nobility of stature that awakens interest. That they have a story you can read in their bronzed features and long hair that waves upon their shoulders. Their coarse coats glittering with a savage profusion of brass buttons, their red sashes and their trowsers of bison skin down to their quaint moccasins savour of the wild, wonderous and romantic."

In the summer of '72 J. H. Hill put the *Selkirk* on the river to make regular trips between Moorhead, Minnesota, and Fort Garry and so fast did the boat traffic expand that when the railroad reached St. Boniface six years later fifteen stately sternwheelers plied between the Land of the Star Spangled Banner and Manitoba's premier settlement.

As steamboats replaced the clumsy York boat the songs of the voyageurs ceased to enliven the pine-clad shores of Lake Winnipeg, to be followed by the sonorous blast of the pioneer *Colville's* siren. Flat-bottomed stern-wheelers taken across Lake Winnipeg were hauled around the Grand Rapids and used as freight carriers to replace the York boat brigades of the Saskatchewan. In 1877 the *Prince Rupert* with three barges aroused astonished cries from old-timers as she chugged into Portage

la Prairie to become the spearhead of a regular steamboat service that was to churn the waters of the Assiniboine to Fort Ellice, two hundred miles west of Winnipeg, soon to carry troops to quell the rising of Chief Big Bear's marauding Crees and Louis Riel's disaffected Metis.

The West's First Railroad

The machine age was already ousting the brawn and muscle of the tawny rivermen who had carried exploration and commerce from the Atlantic to the Pacific and north to the Land of the Midnight Sun. Around Grand Rapids at the head of Lake Winnipeg, that portage trail that had known the tread of Peter Pond and Alexander Mackenzie, of Frobisher and Henry, was converted into the West's first railroad. A three mile railroad of wooden rails laid on rounded logs over which motive power for freight transferred from Lake Winnipeg's pioneer steamers to waiting stern-wheelers on the Saskatchewan was flanged-wheeled carts hauled by sweating men or shaggy horses. A pioneer railroad that visiting tourists may still see in active operation and over which they may travel if they wish to run the Grand Rapids in Indian-manned canoes—a special treat reserved for strong-hearted visitors anxious to re-capture the romance of earlier days.

Copyright by
Philip H. Godsell, F.R.G.S.

★ ★ ★

"THE BARTONS"

Replacing "The Woman in White", the new dramatic serial "The Bartons" made its debut on Monday, February 23rd. Sponsored by the makers of Oxydol, "The Bartons" is heard at 9.45 a.m. (CBC-CKY-CKX).

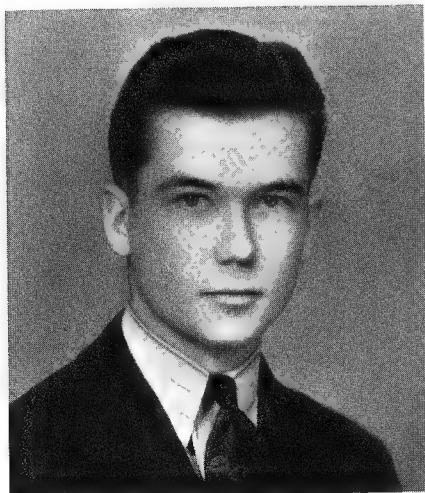
★ ★ ★

"FLYING FOR FREEDOM"

Listeners will be taken behind the scenes of The Royal Canadian Air Force in a new series of broadcasts, "Flying for Freedom", dramatized from the official records of the R.C.A.F. and the R.A.F.

"Flying for Freedom", sponsored by Imperial Tobacco Company, is heard Mondays at 7.30 p.m. on CKY.

ON ACTIVE SERVICE



Gordon Ballantyne

Added to the list of CKY-CKX employees now serving with His Majesty's

Forces is Gordon Ballantyne, CKX Operator, who is now in the East attending Technical Radio School of the Royal Canadian Air Force. Our very best wishes to Gordon in his new venture!

Congratulations to Calvin Peppler, formerly of Public Relations Department, CKY, on the successful completion of his course and promotion to Sergeant Pilot. At the time of writing Calvin is engaged in instructional work in Canada, and is hoping for an early draft overseas.

Flying Officer D. R. P. Coats was honored recently on the occasion of the presentation of two medals for service in the First Great War. The awards are the General Service Medal and the Mercantile Marine Medal. The twenty-four year delay in receiving these awards was not due to any carelessness on the part of the Government, says Flying Officer Coats. He just didn't apply for them until recently! The presentation was made by Wing Commander Godwin, C.O. of No. 3 Wireless School, R.C.A.F.

A Card From Brian

Kriegsgefangenenpost

Postkarte

GEFRÜGT

27 An

Par Avion

DR JOHN TOOLE

COR. WESTMINSTER + SHERBROOKE

Gebührenfrei

Absenders:

Vor- und Zuname:

SGT BRIAN HODGKINS

Gefangenenummer: R59033

Lager-Bezeichnung: OULAG LUFT

GERMANY

Deutschland (Alliierten)

Empfänger: WINNIPEG

Staat: MANITOBA

Land: CANADA

Landespost (Postkarte neu)

Kriegsgefangenenlager

Datum 16/12/41

HELLO JOAN- IN GERMAN PRISON CAMP (OULAG LUFT) SHOT DOWN IN FLAMES OVER FRANCE OCT 27. GERMANS TREATING US WELL. CAN YOU SEND ME CIGS. + CHOCOLATE ETC. THRU. CANADIAN RED CROSS. WAS BADLY BURNED BUT CHAY NOW. GIVE MY LOVE TO ALL YOURS. MY BEST TO YOU- BRIAN

Reproduced here is a card (front and back) received by Dr. John Toole, of Winnipeg, a friend of Brian's, who kindly loaned it to us for publication in "Manitoba Calling".



"Manitoba Calling"



CKY PROGRAMMES

Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Daylight.

SUNDAY

- 9.00—CBC News—CBC.
- 9.45—Neighbourly News—CBC.
- 10.30—With the Troops in Britain—CBC.
- 11.00—Church Service.
- 12.25—News.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Orch.—CBC.
- 3.30—Church of the Air—CBC.
- 4.30—The Tea Musicale—CBC—Lipton Tea.
- 5.00—Silver Theatre—CBC—Int. Silver Co.
- 5.30—Behind the Headlines.
- 5.45—BBC News—CBC.
- 6.00—Jack Benny—CBC—Gen. Foods Corp.
- 7.00—Church Service.
- 8.30—American Album—CBC—Bayer Aspirin
- 9.00—British Ballad Opera Series—CBC.
- 10.15—Britain Speaks—CBC.
- 10.30—BBC News Reel—CBC.

MONDAY

- * 7.00—Reveille—News.
- * 7.10—Aunt Jemima—Aunt Jemima Flour Co.
- * 7.45—News.
- * 8.00—CBC News—CBC.
- † 8.05—Wake Up and Live—Tom Benson.
- † 9.30—Al & Bob Harvey—Maple Leaf Milling
- † 9.45—The Bartons—CBC—Oxydol.
- † 10.30—Story of Dr. Susan—CBC—Lux.
- † 10.45—Lucy Linton Stories of Life—Sunlight Soap—CBC.
- * 11.00—BBC News—CBC.
- † 11.15—Big Sister—CBC—Rinso.
- 11.30—Toby & Susie—Robin Hood Flour Mills
- † 11.45—Singin' Sam—Coca Cola.
- † 12.15—The Happy Gang—CBC—Col.-Palm.
- * 12.45—News and Messages.
- † 1.00—Story of Mary Marlin—CBC—Ivory.
- † 1.15—Right to Happiness—CBC—P. & G.
- 1.30—Friendly Music—Groves.
- † 2.00—Life Can Be Beautiful—CBC—Ivory Bar
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—Pepper Young's Family—CBC—Camay.
- † 2.45—Road of Life—CBC—Chipso.
- 4.00—University Lecture.
- † 5.00—Orphan Annie—Quaker Oats Co.
- 5.30—Superman—Ogilvie Flour Mills.
- * 5.45—News.
- † 6.00—Amos 'n Andy—Campbell Soup.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 8.00—Lux Radio Theatre—CBC—Lever Bros.
- 9.00—Mart Kenney's Orchestra—CBC.
- 10.00—CBC News—CBC.
- † 10.15—Newbridge—Drama—CBC.
- 10.30—BBC News Reel—CBC.
- 11.30—Britain Speaks—CBC.
- † 11.45—As a Matter of Fact—CBC.
- 12.00—News—Time—Sign Off.

TUESDAY

- 9.15—Peggy's Point of View.
- 10.00—Voice of Inspiration—Young Church.
- 3.00—Prairie Schools Broadcast.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 4.30—Extra, Extra—Cystex.
- 6.15—Secret Service Scouts—Canada Starch.
- 6.30—On the Trapline—Sydney I. Robinson.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.00—That Brewster Boy—Quaker Oats.

- 7.30—Blended Rhythm—Tucketts—CBC.
- 8.00—John & Judy—CBC—Lamont Corliss.
- 8.30—Fibber McGee & Molly—CBC—S. C. Johnson & Sons.
- 9.00—Treasure Trail—CBC—Wrigley Co.
- 10.30—BBC News Reel—CBC.

WEDNESDAY

- 9.15—Dollar-a-Minute—Catelli.
- 9.30—Al & Bob Harvey—Maple Leaf Milling
- 11.30—Toby & Susie—Robin Hood Flour Mills
- 1.30—Friendly Music—Groves.
- 3.00—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 5.30—Superman—Ogilvie Flour Mills.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Calling the Fur Trade—Soudack Fur
- 8.00—Midweek Meditation—CBC.
- 9.00—Drama—Victory Loan—CBC.
- 9.30—Stag Party—CBC.
- 10.30—BBC News Reel—CBC.

THURSDAY

- 9.15—Peggy's Point of View.
- 10.00—Voice of Inspiration—Young Church.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 6.15—Secret Service Scouts—Canada Starch.
- 6.30—Voices of Yesterday—Public Finance.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.30—The Aldrich Family—General Foods.
- 8.00—Kraft Music Hall—CBC—Kraft Phenix
- 9.00—Musical Beauty Box—CBC—Col.-Palm.
- 10.30—BBC News Reel—CBC.

FRIDAY

- 9.15—Dollar-a-Minute—Catelli.
- 9.30—Al & Bob Harvey—Maple Leaf Milling
- 11.30—Toby & Susie—Robin Hood Flour.
- 1.30—Friendly Music—Groves.
- 3.00—Prairie Schools Broadcast.
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—Keep Fit for Freedom.
- 5.30—Superman—Ogilvie Flour Mills.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham War Stamp Prog.—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.05—At Manning Depot.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Canadian Theatre of the Air—CBC—Ironized Yeast.
- 9.00—All-Star Variety—CBC—Victory Loan.
- 10.30—BBC News Reel—CBC.
- 11.00—Northern Messenger—CBC.

SATURDAY

- 9.00—CBC News—CBC.
- 9.15—Peggy's Point of View.
- 9.30—Manitoba Schools Orchestra.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.45—Prof. V. W. Jackson—Nature Talk.
- 12.30—Pinto Pete—Dominion Fur Auction
- 1.00—Metropolitan Opera—CBC.
- 5.00—Khaki Scrapbook—CBC.
- 5.15—CBC News—CBC.
- 6.15—NHL Hockey Players—St. Lawrence Starch Co.—CBC.
- 7.05—With the Troops in Britain—CBC.
- 7.30—Share the Wealth—CBC—Col.-Palm.
- 8.00—NHL Hockey—CBC—Imperial Oil Co.
- 10.15—Wings Abroad—CBC.
- 10.30—Red River Barn Dance—CBC—H.B. Co.

CANADIAN PLACE NAMES

In previous issues of "Manitoba Calling" we have published the origins of Manitoba place names. For much of our information we are indebted to a Winnipeg business executive who desires to remain anonymous. This month our column deals with Canadian place names and their origins.

CANADA from the Indian word "Kanatha", meaning a village or group of huts.

NOVA SCOTIA—The Latin for New Scotland, a name given by Sir William Alexander, who tried to settle this new land with a colony of Baronets. Nova Scotia has the proud distinction of being the only Province of the Dominion of Canada and the first Colony of Great Britain to possess a flag of its own. The flag of Nova Scotia traces its origin to the Charter of New Scotland, granted in 1621, to Sir William Alexander (afterwards the Earl of Sterling) by King James VI of Scotland and I of England. The flag is a silver field with a blue St. Andrew's Cross, a small shield with the Royal Arms of Scotland, being placed as an inescutcheon upon the Cross.

PRINCE EDWARD ISLAND—Named in honor of Prince Edward, Duke of Kent.

NEW BRUNSWICK — Named in honor of the House of Brunswick, to which the then reigning Sovereign, George III belonged.

QUEBEC—Took its name from the Fort or City of Quebec, which was founded by Champlain. The name is said to come from "Kepec"—a strait.

ONTARIO—A word in the Mohawk language, meaning "Beautiful Lake", from which the Province takes its name.

MANITOBA—An Indian word meaning "Strait of the Spirit". On stormy days a roaring sound is made by the waves dashing pebbles against a limestone beach in the strait, which sound the Indians attributed to spirits.

SASKATCHEWAN—Named after the river Saskatchewan, which, in the Cree language, means "Swiftly Flowing Water".



Shown above is a facsimile of Toby's Corntusle News, a new edition just off the press. This little four-page newspaper is the brain child of Toby, editor in the programme "Toby and Susie", (CKY—Mon., Wed., Frid., 11.30 a.m.) Free copies of the Corntusle News may be had on request to Robin Hood Flour Mills, in care of CKY. Extra copies will be mailed to friends if you include their names and addresses.

ALBERTA—Received its name when the Marquis of Lorne was Governor-General of Canada, and was named after his daughter, Princess Louise Caroline Alberta.

BRITISH COLUMBIA—Named after the Mother Country, Britain, while Columbia does honour to Columbus.

★ ★ ★

HE LEARNT THE PAINFUL WAY

"I question whether there's a lamp-post in London with which I haven't had personal contact, or a heap of sand-bags with which, at one time or another, I haven't had a knocking acquaintance. Now that so many of you are experiencing the black-out for the first time, I can think of nobody better qualified to tell you what not to do."

(Macdonald Hastings, speaking to America on the "Blackout")



"Manitoba Calling"



THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

A CKY BOOSTER—"I must tell you that CKY is our favorite station. Although we don't care for some of the programmes, the cheerful voices of your announcers keep our radio going most of the day. Thanks, too, for the pictures of Brian Hodgkinson in 'Manitoba Calling', we have saved and framed them all . . ."—Seven Sisters Falls, Man.

OBJECTION:—" . . . please convey to the sponsors our sentiments regarding some of the advertising you carry. Why must we listen to coughing sessions and grouchy interludes, supposedly to influence the listener to buy the product. Apart from these radio-ads we think CKY is doing a fine job, with many good programmes and a splendid force of announcers. . . ."—Dauphin, Man.

TWO FAVORITES—"My family and I listen to your station throughout most of the day and I wish to express our appreciation for the very fine programs. 'Waltz Time' and 'Stag Party' are two great favorites, and your carols each Christmas are always a source of delight. . . ."—Grand Forks, North Dakota.

DEVOTED READER—"I have been a subscriber to 'Manitoba Calling' since 1939, shortly after getting our radio, and have not missed one copy during that time. I wouldn't like to be without it now. I pass mine along to an invalid friend who enjoys them too, more especially since getting her own radio at Christmas. . . ."—Pilot Mound, Man.

NATURE TALKS POPULAR—"May I take this opportunity of saying how much we enjoy the Saturday morning Nature Talks by Professor Jackson over CKY. They are educative and interesting to both young and old. . . ."—Newdale, Man.

"MANITOBA CALLING" TO AFRICA. — "I certainly enjoy every page of your 'Manitoba Calling'. Incidentally, after I have read it I send it to a soldier-friend in the Middle East Forces, Africa, where it is passed around to other comrades. . . ."—Pratt, Manitoba.

CKX HIGHLIGHTS

Numerous programmes not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.30—Sunrise Serenade.
- 9.00—Morning Bulletin Board.
- 10.00—News Commentary.

SUNDAY

- 11.00—BBC News—CBC.
- 11.15—Between Ourselves—CBC.
- 11.30—Greetings from Beaver Club—CBC.
- 7.00—Charlie McCarthy—CBC.
- 7.30—Week-end Review—CBC.
- 7.45—CBC News—CBC.

MONDAY

- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 6.00—Circle Bell Ranch.
- 6.45—The Treat's on Us.
- 7.00—Dollars for Scholars.

TUESDAY

- 7.40—Feed Talk.
- 8.00—War Stamp Programme.
- 9.30—Jean Hinds—CBC.
- 11.30—Prairie Schools Broadcast—CBC.
- 6.30—Hoe-Down by Ogden.
- 6.45—Albert Johnson's Hawaiians.
- 7.05—Gentlemen with Wings—CBC.
- 9.30—Milk for Britain Programme.

WEDNESDAY

- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 6.00—Circle Bell Ranch.
- 6.30—Gospel Half-hour.

THURSDAY

- 8.00—War Stamp Programme.
- 9.30—Jean Hinds—CBC.

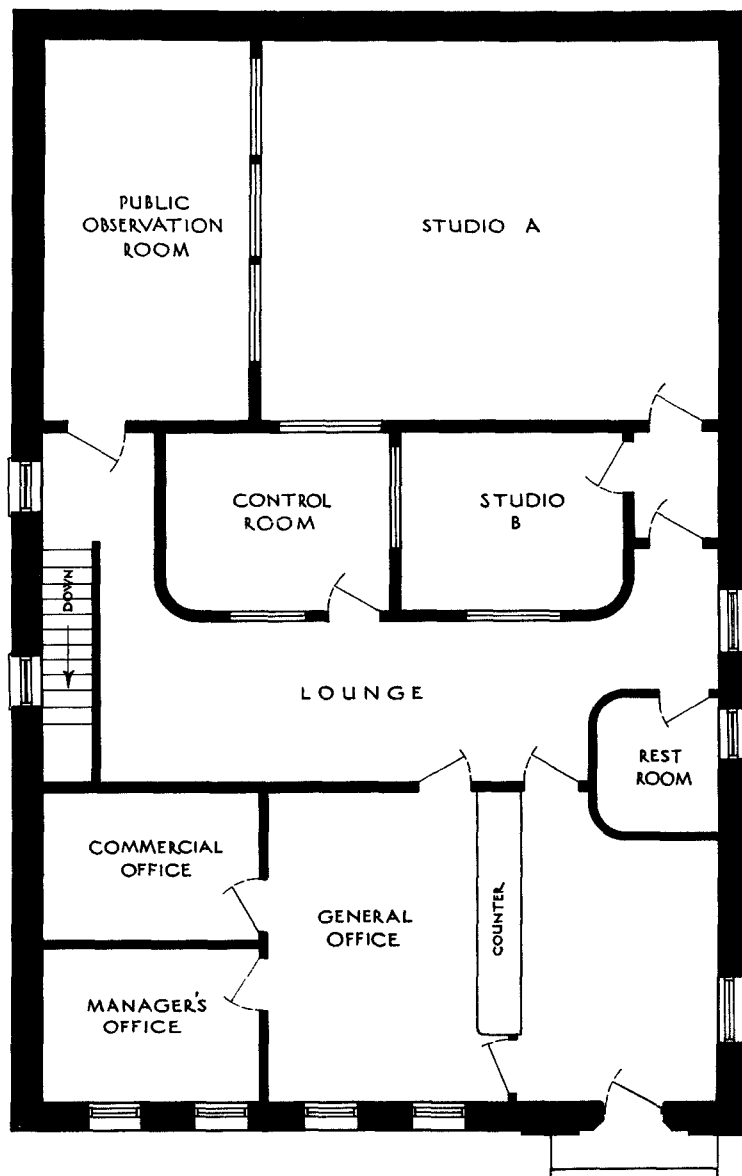
FRIDAY

- 7.40—Feed Talk.
- 8.00—On the Farm Front.
- 9.30—Jean Hinds—CBC.
- 11.30—Prairie Schools Broadcast—CBC.
- 6.00—Circle Bell Ranch.
- 6.30—Hoe-Down by Ogden.
- 7.30—B-A Bandwagon.
- 11.00—Roy Brown's Orchestra.

SATURDAY

- 9.30—Radio Train.
- 11.15—Letters from Britain—CBC.
- 12.00—CKX Week-end Party.

FLOOR PLAN OF CKX STUDIOS, BRANDON



The new CKX Studios are housed in a modern building of brick and Tyndall stone construction. The Studios are laid-out to provide convenient and efficient operation, and are acoustically treated according to the latest designs.

An air-conditioning plant located in the basement supplies clean, fresh air to the Studio Block and Observation Gallery, and thermostatic controlled heat is provided from a City Central Heating System.

TRUTH OR SILENCE

Silence blankets the Nazi world like a dense, foggy screen that has descended over many millions of men and women who were formerly free to speak their minds. Their daily struggle for news of the world's doings — their pitiful whisperings — are blotted out by threats of death and torture.

Silence is the bitter fruit of defeat. Today, the grim shadow of its descent threatens our shores. It will lurk there, ever menacing, until Nazism and all it stands for is blotted out forever.

Silence **must** be pushed back, lest it blanks out forever the progress achieved by centuries of man's advancement. **You** can help to push it back—your regular purchases of war saving certificates guarantees the triumph of truth over deadly silence.

Defend Your Freedom Through Regular Purchases of
WAR SAVINGS CERTIFICATES

RADIO BRANCH
MANITOBA TELEPHONE SYSTEM